

Overview

The Garden District Farmers' Market opened in 2012 and operates Saturdays (typically from the 2nd Saturday in June through the 3rd Saturday in Oct) from 1-5pm at 6th and Norwich near the Water Tower on Milwaukee's Green Corridor.

The Farmers' Market Manager is contracted by the Garden District Neighborhood Association (GDNA) and is responsible for the daily operations of the Market. Non-Market time hours are also required for marketing and other administrative duties. Attendance at all Market meetings is required.

General Requirements

The Market Manager is the "go-to" person for vendors and customers during Market hours and represents the GDNA on site. The job requires personal confidence and the ability to communicate with a variety of people. The GDNA relies on the Market Manager to be its liaison with and between all parties served by the Market, helping promote the Market and maintaining accurate weekly records of Market activities.

The Market Manager understands both the vendors' and customers' needs and works with vendors and the Market Committee to implement plans. The Manager is required to be on-site at the Market and be available to vendors and consumers for the duration of the day.

Reliable, friendly, self-motivated and efficient, the Market Manager is also literate in social media tools such as email listserves, facebook, twitter and websites. The Market Manager must be available for phone and email contact with vendors throughout the duration of their contract.

The Manager must be able to work outdoors in all weather, and safely lift and carry 50 pounds.

Hours of Employment and Compensation

The Market Manager is a part-time position with primary responsibility being management of Market operations on all Market Saturdays. It is expected that the Manager will work a total of 10 hours per week during the season. The remaining 4 hours per week is flexible time needed to perform administrative duties, promotion and communications with the Committee, vendors and the larger community. This is a contractual work relationship and the Manager will report to the GDNA Board of Directors. Compensation will be \$10-\$14 per hour based on experience.

Primary Responsibilities

The Market Manager enforces the rules of the Market. If questions arise concerning these rules, the Market Manager retains the discretion to interpret Market policy. In addition, the Market Manager will represent the Market to the Market's vendors, consumers, and to the community.

The Market Manager will contact all farms via phone or email in the event special conditions arise, as well as the ability to receive messages from vendors as to their attendance. It is the vendor's responsibility to notify the Market no later than 12:00 noon on the Thursday before Market if they will not be attending, and the Market Manager's responsibility to fill the spot with a guest/part time vendor from an approved waiting list established by the Market Committee.

On Site Activities Include but are not limited to the following:

- Arrive prior to Market vendors arriving and remain throughout the Market day to:
 - a) Retrieve and deploy equipment and Market related materials for Info tent/market office
 - b) Assist with vendor locations at Market as needed especially with new vendors
 - c) Coordinate and safely direct "loading in" and "loading out" operations
 - d) Place or assign placement of Market signs, parking signs
 - e) Ensure all state, county and Market rules and regulations are adhered to
 - f) Answer questions for vendors and consumers
 - g) Resolve disputes that arise
 - h) Maintain Market grounds in a safe manner
 - i) Coordinate periodic customer counts to assess the level of growth in attendance
 - j) Pack and store all previously deployed equipment and Market-related materials

- k) Assure Market site is clean and toilet locked when day is done and vendors have left.
- The Information Tent is staffed by volunteers. Market Manager may assist when needed, with:
 - a) Displaying and distributing educational materials
 - b) Collecting consumers' contact information
 - c) Displaying and selling any GDNA merchandise or food and beverages
 - d) Sales of Raffle tickets or other promotions
- The Market Manager keeps an up-to-date vendor map and accurate records, including:
 - a) Vendor attendance for full and part-time vendors
 - b) Seasonal and daily vendor payments – in coordination with the GDNA Treasurer
 - c) Applications and permits
 - d) Music/Entertainment
- Once established, the Market Manager will see to the proper running of a SNAP/EBT system.
- The Market Manager will manage any volunteers/interns who may be involved with the Market.

Off Site:

- Manage vendors:
 - a) Enroll vendors in the Market—either through seasonal subscriptions or as daily vendors
 - b) Collect all fees owed, make accurate accounting of them, and connect weekly with the GDNA Treasurer to transfer funds for deposit and records for the Committee.
 - c) Maintain communication with vendors and customers.
 - d) Communicate Market policies, activities and rules to vendors.
 - e) Share vendors' comments/suggestions to the Farmers' Market Committee.
- Promote the Market:
 - a) Ensure signage and banners are in good working order.
 - b) Coordinate the distribution of all Market informational and promotional materials.
 - c) Coordinate activities, promotions, music, entertainment etc. and work directly with volunteers and community groups involved with such events
 - d) Assist with preparation of the weekly e-newsletter to the Market database of customers and vendors
 - e) Assist with maintenance and updates for the Market website and Facebook page.
- Record Keeping:
 - a) Maintain database of vendors' contact information, licenses and permits.
 - b) Maintain database of GDNA sales, attending vendors and special events.
 - c) Act as a liaison to the farmers Market Committee, attending meetings, and providing vendor and performance reports, relying on the Committee to act when necessary.
 - d) Recruit entertainment for Market days with support of the Committee
 - e) Conduct farm inspections and maintain records thereof
 - f) Work with Committee on sponsorship, fundraising, planning and community relationship development

Required Qualifications

- Must be able to lift 50 pounds
- Proficient at basic programs including documents, spreadsheets & email
- Familiarity with social media, i.e. WordPress and MailChimp

Attributes

- People person with excellent communication and tactful conflict resolution skills
- Well-organized, self-motivated, creative and mature
- Able to motivate, coordinate, train and supervise volunteers
- Marketing and budgeting skills are desirable
- Prior experience overseeing a farmers market is a plus